ABSTRACT OF THE DISCLOSURE

A gaming device allows a user to scan bar codes and collect character data corresponding to characters and character item data corresponding to character items which affect attributes of the characters. The gaming device allows a user to cause simulated battles between characters. In some embodiments, the characters belong to one of a plurality of character groups which are at war with one another. In some embodiments, gaming devices may communicate with other gaming devices in order to engage in battles between characters corresponding to data stored on the respective gaming devices. In some embodiments, each character within a group has a different combination of attributes, which may include strength, magic and technology. In some embodiments, the same bar codes which include character data or character item data also correspond to commercial products unrelated to characters or character items.

21387136v1